

**WHO ARE WE?**  
**By Joe Kenn**  
**Column Editor**  
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Who are we? This is an interesting question if you ask any individual who is classified as a strength and conditioning coach at the high school, college, or professional level. Why? As this career has developed from the early beginnings when Boyd Epley became the first strength coach, the role of this profession has evolved to include numerous developmental factors of improving athletic physical fitness. We are not just focused on improving maximal strength and aerobic conditioning. We are focused on elevating all physical attributes that will lead to an athlete exploiting the abilities they have.

Around the country the best programs in the nation, ones such as, the Iowa Hawkeyes, Boise State Broncos, and Virginia Tech Hokies are designing programs for their athletes that entail more the just lifting weights and running miles. They have evolved to include numerous other abilities to allow their athletes to shine in their specific field of play.

It is time that we as professionals look to change the paradigm of the title strength and conditioning coach and give ourselves the credit we deserve with a title that may best represent what we do. We need to educate our superiors as to what or value and worth is to the athletic departments we work at and that there is more then "just lifting weights" going on in our facilities.

**From Strength and Conditioning to SPORTS PERFORMANCE**

Why?

The evolution of the strength and conditioning profession has lead to many universities reevaluating this department and realizing that the term strength and conditioning is very vague when evaluating all aspects of fitness that are now included in our daily activities. Our goal of improving athletic performance for individuals as well as the teams includes but is not limited to:

- Explosive Strength Development
- Maximum Strength Development
- Strength Endurance
- Speed Development

- Running Mechanics
- Plyometric Training
- Multi Directional Movement
- Metabolic Training - sport specific pattern running
- Anaerobic Conditioning - Interval Program
- Aerobic Conditioning
- General Physical Preparation
- Proprioception Drills
- Functional Movement Screening/Drills
- Power Zone Development - Torso Training
- Flexibility Training
- Injury Prevention
- Prehabilitation
- Reconditioning
- Nutritional Consultation
- Development of Sport Annual Plans
- Evaluation of Performance Indicators
- Team Building
- Work Ethic
- Discipline
- Commitment

Since we are the developing yearly training plans for all sports and utilize all of the above training modalities it is easy to see why **Sports Performance** better defines our role as coaches.

The name change is very similar to the evolution of most athletic training departments now being classified as sports medicine. Think about everything you are doing to improve your athletes and look at the title given to you. If your title does not define what you believe you are doing, I believe it is up to you to make a change. We as a profession deserve it.

Editor's Note: As a professional in this field I understand that there are numerous ways to be successful. When writing for this column my opinions are based on my experiences and I reserve the right to be wrong. This column will deal with topics and information that relate to those individual who have a career in coaching high school, college, and professional athletes. Feel free to email me your suggestions for future topics or if your are interested in writing for this column at [joseph.kenn@asu.edu](mailto:joseph.kenn@asu.edu).